



*Investing
in time
little
lives*

NTUC FIRST CAMPUS
ANNUAL REPORT 2014

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and Chief Executive Officer

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Our Vision,
Mission and Values

Investing in time in little lives

Early years education is vital in building a strong foundation for lifelong learning. At NTUC First Campus, every child is of utmost importance to us. That is why we invest time, resources and effort in supporting the learning and developmental growth of our pre-schoolers, striving to bring out the best in each child.

A Message from Chairman and Chief Executive Officer

IN 2014, NTUC FIRST CAMPUS AGAIN MADE GREAT STRIDES IN ITS GROWTH. WE NOW HAVE 131 CENTRES AND WELCOME 14,000 CHILDREN DAILY TO OUR PRE-SCHOOLS.



Professor Tan Cheng Han
Chairman

Early childhood educators are our children's first teachers and play a pivotal role in their lifelong learning journey. Just as our teachers and principals do their best to inspire young minds, NTUC First Campus makes it our mission to do our best for our people. Our teachers are the bedrock of our organisation.

Our growth as an organisation with a social mission is predicated on the professional development of our people. We continued to make strides to improve career paths and professional opportunities for all our teachers.

In 2014, we took the lead to improve salaries for our principals and to create more career opportunities for our teachers. The new positions of Deputy Centre Lead and Lead Teacher were added to give our teaching professionals the chance to grow with the organisation and to meet their professional aspirations. More avenues for structured training were also provided to uplift capabilities. The salary increase is part of several salary adjustments for our educators

2014 HAS BEEN AN EVENTFUL YEAR. APART FROM OPENING NEW PRE-SCHOOLS, AND FURTHERING MOVES TO ENHANCE THE CAREER PROSPECTS FOR OUR TEACHERS, WE WERE RE-APPOINTED AS A PRE-SCHOOL ANCHOR OPERATOR BY THE EARLY CHILDHOOD DEVELOPMENT AGENCY.

Taking the Lead and Innovating

2014 has been an eventful year. Apart from opening new pre-schools, and furthering moves to enhance the career prospects for our teachers, we were re-appointed as a Pre-school Anchor Operator by the Early Childhood Development Agency. This was a resounding recognition of our quality programme, social responsibility and commitment to elevating the level of early childhood education in Singapore.

In November 2014, we opened the extension to My First Skool at Blk 269 Compassvale Link to meet the demand for quality childcare in Sengkang. Unlike conventional pre-schools built within a void deck, this pre-school was built on a hard court previously used for sports. It was partially constructed from pre-fabricated material which allows for speedier and more low-cost construction.

The new construction triples the school's capacity to 300 pre-schoolers, easing the demand in the area. The experience gained from this innovative use of space and design will allow the sector to quickly meet childcare demand in many communities across the island where there is most need.

in recent years, increasing the pay for teachers by some 36 per cent over the last five years.

Today, we count as part of our family, over 3,000 educators and staff, all of whom have played an invaluable role in our growth.

Meeting Demand

In 2014, NTUC First Campus again made great strides in its growth. We now have 131 centres, up from 120 in 2013. Today, we welcome 14,000 children daily to our pre-schools.

Despite rising operating costs, My First Skool has kept its fees affordable, at \$681 in 2014, 20 per cent below the national median fee of \$850. Parents continue to benefit from additional Government subsidies. Some pay as little as \$3 in fees every month.

We have also extended our outreach to ensure no child is left behind. About 16 per cent of our childcare places were set aside for some 1,500 children from low-income families. These families and children also benefitted from our Bright Horizons Fund, which provides financial assistance and development support programmes. These programmes range from the co-funding of school fees, child development initiatives and family engagement activities.

For instance, our "Read-to-Reach" and "Classroom Support" ensure additional attention is given to some children and these have made a strong impact on their cognitive and social development. In 2014, 1,274 children received aid from the Bright Horizons Fund. Since its launch in 2007, the Fund has helped over 5,200 children in all.

TO OFFER MORE PRE-SCHOOL EDUCATION OPTIONS TO FAMILIES, WE WILL ALSO BE OFFERING A NEW FOUR-HOUR KINDERGARTEN PROGRAMME IN 2016. THIS MEETS THE NEEDS OF FAMILIES WITH EXISTING CARE ARRANGEMENTS WHO WISH TO ALSO BENEFIT FROM THE BEST PRACTICES AND PEDAGOGY OF THE MY FIRST SKOOL PROGRAMME.

Growing with You

In 2015, NTUC First Campus will open another 10 My First Skool pre-schools, bringing an additional 1,200 pre-school places to Singapore families in estates such as Jurong, Woodlands, Punggol and Sengkang.

To offer more pre-school education options to families, we will also be offering a new four-hour kindergarten programme in 2016. This meets the needs of families with existing care arrangements who wish to also benefit from the best practices and pedagogy of the My First Skool programme.

The new programme will be introduced at high demand areas out of two existing My First Skool pre-schools at Woodlands and Compassvale. This programme will enable My First Skool to bring a full range of pre-school options that cater to the varied needs of families.



Mr Chan Tee Seng
Chief Executive Officer

Doing Good Sustainably

For the year ended 31 December 2014, the Group achieved total revenue and other operating income of \$182.9 million, 20.6 per cent higher than the previous year. The surplus for the Group after contributions to the Central Co-operative Fund (CCF), the Singapore Labour Foundation (SLF), and taxation, was \$9.5 million, representing 5.2 per cent of total revenue and operating income.

The Board is recommending a final dividend of 5 cents per share for the financial year ended 31 December 2014.

Heartfelt Thanks and Warm Welcomes

We could not have achieved our successes without the support of all our partners and staff, and not in the least to our Board Members.

Special appreciation to our immediate past Chairman Mr Kee Teck Koon, who served from 2009 to 2014. We are indebted to him for his stewardship, foresight and wisdom. His guidance spurred us on our journey of extraordinary growth when we grew our network three-folds. Under his leadership, we also expanded our social mission, reaching out to and providing quality education to more children from the lower-income families.

In his place comes Professor Tan Cheng Han, Chairman of the Centre for Law and Business at the Faculty of Law at the National University of Singapore. Also new to our Board is Ms Wong Su-Yen, Chief Executive Officer of the Human Capital Leadership Institute at the Singapore Management University.

Under the guidance of our Board, the hard work of our staff and the co-operation of our partners, we will do even better to bring quality early childhood education to Singapore families.

Explore our World!



EARLY CHILDHOOD CARE AND EDUCATION IS NOT JUST ABOUT ROUTINE CARE. LOTS MORE GOES ON BEHIND THE SCENES IN A DAY AT OUR PRE-SCHOOLS. LET'S PEEK INTO THE WORLD OF OUR YOUNG ONES AS THEY EXPLORE AND EXPERIMENT IN DIFFERENT AREAS OF LEARNING.



7:15 AM

Good morning, welcome to school!

Your trusted partner

As you go about your busy work day to give your child the very best, we support you by providing quality early childhood care and education. We do our job so that you can do yours with peace of mind.

Kick-starting imagination!

Literacy-based curriculum centred around stories to make learning meaningful

Our literacy-based curriculum fuels the imagination, imparts lessons and opens the door to a world of knowledge. Pre-school should be engaging, educational and evokes curiosity about our amazing world.

8:45 AM



9:00 AM

Grooming better teachers

Mentoring to enhance the quality of teacher-child interaction

Every day, our novice teachers are mentored by experienced Centre Leaders. They receive expert guidance to be better teachers and raise their level of teacher-child interaction.





Our young one tending to the community garden under the guidance of a retired horticulturist.

Discovering our amazing world

Becoming little "gardeners" and discovering nature

Our experiential programme takes learning beyond the classroom. Introducing young minds to the beauty of nature helps them develop curiosity and understanding about the fascinating world around them.

9:30 AM



Photography by Darren Soh / Fullframephotos

10:00 AM

The more we get together!

Learning through play and social interaction

Mid-mornings are time for play! And it's not just about having fun but an opportunity to pick up social skills such as turn-taking and playing together – essential for positive social and interpersonal development.

Good messy fun

Sensory play to discover the properties of water and sand

Who doesn't love a good bit of splashing or digging around in the sand? Sensory play is not only good fun, but also develops essential cognitive, motor and creative skills.

10:30 AM



Colour your world

Exploring aesthetic awareness in lines, colours, shapes and texture

Learning is more fun when they include crayons and paints. Children experiment with aesthetic awareness as they explore how to express their thoughts, ideas and feelings freely through creative art.





Lunch is served!



Healthy body, healthy mind

It's time to eat! Mealtimes are not only an extension of learning through experiences. Good nutrition also contributes to good overall health. We take pride in serving healthy, tasty and varied meals to promote good eating habits, a strong body and happy mind.

12:00 PM



Time and space for good ideas

Time set aside for planning meaningful learning experiences

We all need a little space to be innovative, to imagine, think and plan. This is why we set aside structured planning time for our teachers to prepare lesson plans, plan resources and share best practices.

W871:1
1=14PM

A little help goes a long way

Development Support Programme in action

Sometimes all it takes is a little more time or attention to give those with mild developmental delays a boost they need to catch up. Our Learning Support Educators provide learning support and therapy intervention to help pre-schoolers overcome learning speech or language difficulties.

2:30 PM





3:00 PM

Learning language the fun way!

Learning mother tongue is fun through interactive storytelling

Inculcating a love for language and building strong bilingual skills start from young. Our immersive bilingual curriculum help nurture a lifelong love for and proficiency in both the English and Chinese language through literature, songs, rhymes, poems and games.

Lessons that last a lifetime



Community partnership to promote respect and acceptance of diversity

Our community programmes help our young citizens build connections with people of all ages to promote intergenerational bonding as well as impart values such as respect and inclusivity.



Children interacting with a senior citizen from the NTUC Health Silver Circle Senior Care Centre (Serangoon Central).

4:30 PM

See what I can do!

Making the most of outdoor time

A mid-day bout of outdoor play allows children to explore what their bodies can do. Through movement, they connect interests, build abilities and develop a positive attitude towards an active lifestyle from a young age.





Strengthening parent-school partnership

Parent-child bonding is the secret to our family engagement programme

We emphasise parent involvement in our programmes where our teachers work hand-in-hand with parents to support children's early learning and development.

5:00 PM



Saying thanks with a smile

The best reward for our dedicated teachers

Nothing caps off a school day and makes it all worthwhile like a cheery smile, warm goodbye and sincere thank you from the children and their families!

6:10 PM

Time to grow and do better

It is time for professional learning to make a bigger difference

Striving to become a better teacher comes with continuing development. The SEED Institute offers training and adult education for early childhood professionals, to meet the industry's need for trained and qualified teachers.

7:00 PM

SEED
institute

An *ntuc* Training Institute

Seeding Early Education



A Year in Review



Stepping Up to Meet Demand

My First Skool at Blk 269 Compassvale Link

THE EXTENSION TO MY FIRST SKOOL AT BLK 269 COMPASSVALE LINK, OPENED IN NOVEMBER 2014, MEETING THE DEMAND FOR QUALITY CHILDCARE IN THE COMMUNITY WHILE ALSO MAKING INNOVATIVE USE OF SPACE.

Unlike conventional schools built within a void deck, the school was built on a hard court previously used for sports and partially constructed from pre-fabricated material. It was completed in just four-and-a-half months, faster than the six to eight months it would have taken if conventional methods were used. The extension to the existing centre tripled the school's total capacity. The combined buildings can now take in some 300 children between

the ages of two months and six years, a significant increase from a typical intake of about 50 to 100.

The speedy construction of the larger school eased demand in the fast-growing community of Sengkang and allows the school the flexibility to enrich the learning experience for both children and teachers.





The Next-Generation Pre-school

My First Skool at Braddell Heights Community Hub

MY FIRST SKOOL AT BRADDELL HEIGHTS COMMUNITY HUB, OPENED IN JANUARY 2014, IS A FORERUNNER OF THE NEXT GENERATION OF PRE-SCHOOLS.



The pre-school was developed to heighten children's learning, improve engagement with parents and enhance the well-being of teachers.

Unlike community spaces like void decks that are not designed for early childhood education, My First Skool at Braddell Heights Community Hub is purpose-built to serve its key stakeholders: children, teachers and parents. Leveraging their knowledge and experience in designing and operating childcare centres, the project team engaged teachers and parents and studied overseas pre-schools to customise a conducive learning space.

Key innovative elements included flexible learning and community spaces, exploration studios that cater for specialised play, dedicated spaces for teachers and parents, as well as the use of technology to enhance children's learning experiences and raise the productivity of centre operations. This heartland pre-school has redefined the parameters for the evolution and enhancement of childcare in Singapore.



Recognition from the Early Childhood Development Agency

NTUC First Campus' My First Skool re-appointed as a pre-school Anchor Operator

IN RECOGNITION OF THE QUALITY PROGRAMME, SOCIAL RESPONSIBILITY AND COMMITMENT TO ELEVATING THE LEVEL OF CHILDCARE IN SINGAPORE, NTUC FIRST CAMPUS' MY FIRST SKOOL WAS RE-APPOINTED BY THE EARLY CHILDHOOD DEVELOPMENT AGENCY AS A PRE-SCHOOL ANCHOR OPERATOR IN 2014.

Anchor operators must demonstrate the ability to provide good quality developmental programmes for young children while keeping to a fee cap, serve the needs of children and families (particularly those from lower-income or disadvantaged backgrounds), and provide leadership for the wider early childhood community.





Learning Support for Mild Developmental Delays

Early intervention for a smoother transition to primary school

Early intervention is key when addressing mild developmental conditions such as learning difficulties, speech and language delays and behavioural problems. To drive this, NTUC First Campus' pioneering team of Learning Support Educators and community partners supporting the Development Support Programme, provided learning support and therapy intervention to pre-schoolers with mild developmental delays. The support is crucial in ensuring that children have a smoother transition when entering primary school. The Learning Support Educators work with teachers, family members and therapy teams to engage children in one-to-one or small group settings within the pre-school. Since its inception in 2012, the Development Support Programme has provided learning support and therapy intervention to 717 pre-schoolers with mild development delays.



Support for Low-Income Families

Quality education for young minds that need it most

QUALITY EARLY CHILDHOOD EDUCATION MAKES A DIFFERENCE IN IMPROVING LIFE CHANCES AND MAXIMISING THE POTENTIAL OF YOUNG MINDS.

NTUC First Campus believes no one should miss out on these opportunities no matter what their circumstances and reserves 16% of My First Skool's childcare places for low-income families, benefitting some 1,500 children. The Bright Horizons Fund also provides financial assistance and development support programmes for children from low-income families.

These programmes include "Read-to-Reach" which helps reading-at-risk children in literacy skills and "Classroom Support" which aims to enhance children's participation and quality of engagement in class. Since its launch, the Bright Horizons Fund has helped more than 5,200 children and each year, more children benefit from its initiatives. In 2014, it supported 1,274 children up from 833 children in 2013.

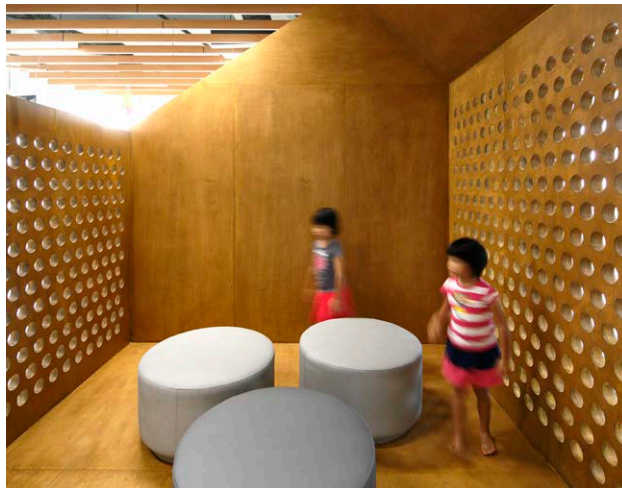
Dovetailing Learning and Teaching

Co-locating SEED Institute's West Campus and The Caterpillar's Cove @ Jurong East for a better learning experience

IN 2014, THE SEED INSTITUTE AND THE CATERPILLAR'S COVE CHILD STUDY AND DEVELOPMENT CENTRE OPENED THEIR RESPECTIVE SECOND CAMPUS AND PRE-SCHOOL AT THE DEVAN NAIR INSTITUTE IN JURONG EAST.

The proximity of both centres was a strategic move to boost training, professional development, research and innovation for the sector. For one, trainee-teachers at SEED Institute will be given the unique opportunity to observe good early childhood practices and design at The Caterpillar's Cove.

To bridge theory and practice even further, faculty members at SEED Institute will collaborate with the teaching staff at The Caterpillar's Cove on innovation projects. The projects that show good outcomes and offer good learning insights may then be incorporated into SEED Institute's programmes. The published research can then serve as reference texts in diploma courses and experienced teachers at The Caterpillar's Cove can share their insights and skills through professional development workshops at SEED Institute.



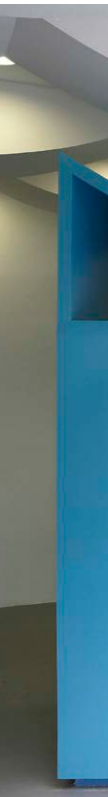
The Caterpillar's Cove, Photography by Darren Soh / Fullframephotos

Innovation in Childcare Environment Design

The launch of The Caterpillar's Cove @ Jurong East

Breakthrough environment design sets the new Caterpillar's Cove @ Jurong East apart from typical pre-schools. The centre design, a collaboration between the early childhood professionals at The Caterpillar's Cove and designers from Lekker Architects, features a learning environment that provokes imagination and creativity. Its unique design elements include: a garden-shed designed observation booth to facilitate observation and research; ergonomically-designed furniture to support the teaching philosophy of the pre-school; innovative seating to promote teacher-child interaction; and a periscope to provide young children with view of outdoors despite adult-height windows.

The setting up of The Caterpillar's Cove @ Jurong East is a key component of the partnership between NTUC First Campus and The Lien Foundation. The centre aims to spearhead innovations that could set new benchmarks and spur quality improvement in early childhood education, benefitting children and budding teachers.





A Boost to Early Childhood Education Training

MOU signed between SEED Institute and Deakin University

A Bachelor of Early Childhood Education (International) under the auspices of the SEED Institute and Deakin University took in its inaugural batch of students on 10 November 2014.

A five-year long Memorandum of Understanding was signed on 4 November 2013 and was attended by a visiting Deakin team, SEED Institute faculty and early childhood education practitioners, centre operators and the officers from the Workforce Development Agency. Thus far, the programme has been praised by students for its accomplished and supportive teaching staff, comprehensive resources and support as well as flexible, mobile-friendly and modular lessons.

"I CHOSE THIS PROGRAMME BECAUSE DEAKIN UNIVERSITY AND SEED INSTITUTE HAVE IMPRESSIVE TRACK RECORDS. THE PROFESSIONALISM, COURSE STRUCTURE WITH AN INTERNATIONAL PERSPECTIVE AND MIXED MODE OF LEARNING, COMPREHENSIVELY MEET MY LEARNING NEEDS."

Ivy Chai

"THIS UNIVERSITY DEGREE OFFERS A CHANCE TO BE IMMERSSED IN A HOLISTIC LEARNING CULTURE THAT GOES BEYOND TEXTBOOK KNOWLEDGE."

Shareen Ng

In the Press!

The Caterpillar's Cove @ Jurong East featured in Cubes Magazine

For its innovative design and innovative learning environment, the Caterpillar's Cove @ Jurong East was featured in the December 2014/January 2015 issue of Cubes Magazine - the first early childhood centre to be featured in an architecture magazine.



Fostering Bilingualism Through Storybooks

Bilingual picture books launched by SEED Institute and the Singapore Centre for Chinese Language

THE LOVE FOR LANGUAGE STARTS FROM A YOUNG AGE. TO PROMOTE BILINGUALISM AMONG CHILDREN, SEED INSTITUTE AND THE SINGAPORE CENTRE FOR CHINESE LANGUAGE WITH SPONSORSHIP FROM THE LEE KUAN YEW FUND FOR BILINGUALISM, PRODUCED A SERIES OF PICTURE STORYBOOKS IN ENGLISH AND CHINESE FOR PRE-SCHOOLERS.

The series of illustrated tales has been translated from the English storybook series by international award winning author, Emily Lim. With themes revolving around co-operative values of self-help, mutual help, co-operation, and caring for the community, the books aim to encourage character building in young children and support bilingual language skills.

The series was piloted in The Little Skool-House International On-The-Green and distributed to all 1,600 pre-schools in Singapore.

Showcasing Language Teaching Innovations

Teaching Mandarin with poems and stories

Two NTUC First Campus pre-schools – My First Skool at Blk 203D Compassvale Road and The Little Skool-House International On-the-Green – took part in the 2014 Mother Tongue Languages Symposium, held on 23 August 2014 at the Suntec Singapore International Convention and Exhibition Centre.

The Symposium promotes bilingual education and aims to showcase the efforts and innovations by schools to promoting Mother Tongue languages through creative teaching and engaging programmes. During the symposium, parents and children visited the exhibition booths set up by the two pre-schools and participated in activities prepared by teachers.

My First Skool at Blk 203D Compassvale Road showcased how poetry is being used to motivate children to learn Mandarin. The phonological harmony and distinctive rhythms in children’s poetry helps cultivate an interest and love of poems. A variety of specially designed Chinese-language games are also used to promote language development from oral to print.

The Little Skool-House International On-the-Green shared how picture books were used to create an interesting and exciting learning environment. Activities such as reading together, group discussions and language corner activities, creating mini-storybooks and story dramatisations encourage children to learn and use the Chinese Language in a fun way.





CHILDREN AND THEIR PARENTS

- What is important in all development is that we and our children feel confident that we 'can'. We refer to this as our self-concept. And so it is with children. The big question is how do we, as adults - parents and teachers - assist our children in developing a sense that 'I can do it', develop a positive sense of self so that they can be successful in their life now and in the future? This is known as a sense of agency, a sense of autonomy.

Boasting Early Childhood Literacy

Practical tips and workshops by experts

The Little Skool-House Parenting Seminar 2014, themed 'Literacy and your Young Child', featured renowned early childhood expert Dr Fred Ebbeck, Senior Academic Advisor from SEED Institute, who shared on the development of literacy and language acquisition of young children especially during those critical pre-school years. Parents also picked up tips on using fun and creative strategies to develop their child's early language skills and literacy from expert-run workshops. It was held on 26 July 2014 at the Suntec Convention and Exhibition Centre and was attended by 102 parents.



A Grand Finale to Pre-school Journey

Graduating well with concerts and ceremonies

THE TRADITION OF HOLDING END-OF-YEAR CONCERTS AND GRADUATION CEREMONIES ARE A RITE OF PASSAGE, A CULMINATION OF A CHILD'S LEARNING AND GROWTH THROUGHOUT THEIR REMARKABLE PRE-SCHOOL JOURNEY.

My First Skool, The Little Skool-House International and The Caterpillar's Cove held celebrations for its graduating batches of 2,600 Kindergarten Two (K2) children and their families with an array of spectacular performances. These ranged from the musical, 'Lisa's Travels' and 'The Enchanted Quest' to 'Charlie and the Chocolate Factory' and 'Room on the Broom'.

A Bright Career Outlook

New People Initiative enhances career opportunities for teachers

NTUC FIRST CAMPUS ROLLED OUT A SERIES OF IMPROVEMENTS UNDER ITS PEOPLE INITIATIVES, AIMED AT ELEVATING EARLY CHILDHOOD AS A PROFESSION.

This involved a special salary adjustment for principals to recognise the great responsibilities that the job requires. Adding to more career progression opportunities, teachers can now be promoted to Lead Teacher and Deputy Centre Lead roles.

The Lead Teacher role will be offered to seasoned teachers who can play a bigger part in mentoring newer colleagues. As for Deputy Centre Leads, they will take on greater leadership roles in supporting principals at large childcare centres.

They will have a reduced teaching load and take on responsibilities in centre administration, curriculum leadership and community engagement. On top of this, more structured training is now available to build professional skills.



People Initiatives

WE CONTINUED TO STRENGTHEN OUR EMPLOYEE VALUE PROPOSITION IN 2014, BUILDING ON OUR LIVE PRINCIPLES: LEARN AND GROW; INSPIRE AND BE INSPIRED; VALUE AND BE VALUED; AND ENJOY.

Learn and Grow

Providing ample opportunities for continuing professional development to build competencies and careers.

Learning Journeys

NTUC First Campus places great importance in the professional development of its staff to deepen their knowledge and enable them to grow in their professions. As an integral part of learning experience and professional growth, 96 staff embarked on overseas learning journeys in 2014 and travelled to countries such as United States, Hungary, Italy, Australia, China, Taiwan, Hong Kong and Japan. Through the learning journeys, our early childhood educators observed the good pedagogies and practices adopted by childcare centres overseas and adapting them to best suit the local context and culture at our pre-schools.



Inspire and Be Inspired

Forging an emotional connection to build a culture of mutual support and inspiration.

Staff Appreciation Events

"Come Live Inspire", held on 22 August 2014 for over 3,000 staff, is an annual staff bonding and appreciation event. In 2014, the event – 'Celebrating Children' – focused on the themes: *Inspiring Journey* and *Celebrate Lives*. The first was to encourage educators and inspire them to take on board new ideas and practices while the latter theme allowed educators to experience the joy of celebrating and appreciating the 'little things' that children do and the daily miracles of seeing them grow.

Value and Be Valued

Valuing contributions of staff in big ways and small through rewards, recognition and wellness programmes.

Long Service Awards

On 14 November 2014, 250 'veterans' of NTUC First Campus gathered to celebrate their long service during an afternoon of activities, food, fun and laughter. Some of the long service award recipients had been with the organisation for 30 years and there were touching moments of reminiscence and speeches of gratitude for their years of dedicated service.

Wellness Programme

In 2014, NTUC First Campus showed appreciation to its staff by sponsoring a two-day, one-night staycation for 2 persons at a resort in Batam. More than 2,000 employees enjoyed the short but restful break which also gave them a chance to bond with their family members.

Enjoy

Coming together for the celebration of successes and special moments as one big NTUC First Campus Family.

Team-building and Retreats

To build team cohesiveness and strengthen the bonding with management, mentors and peers, NTUC First Campus holds a multitude of team-building activities and department retreats.

Accolades and Awards

THE PURSUIT OF CONTINUOUS IMPROVEMENT AND EXCELLENCE IS A FUNDAMENTAL ASPECT OF WHAT WE DO, BUT NEVERTHELESS WE ARE HONOURED TO BE RECOGNISED FOR OUR WORK IN FURTHERING INNOVATION IN THE EARLY CHILDHOOD EDUCATION FIELD. IN 2014, NTUC FIRST CAMPUS RECEIVED A NUMBER OF AWARDS, GRANTS AND ACCREDITATIONS.



The Singapore Pre-school Accreditation Framework (SPARK)

Conferred by the Early Childhood Development Agency (ECDA)

In 2014, 19 My First Skool centres and three The Little Skool-House International centres attained SPARK certification; while four My First Skool centres and four The Little Skool-House International centres have achieved re-certification. This brings the total number of SPARK-certified pre-schools across our network to 81.

A SPARK-certified pre-school has in place, quality teaching and learning as well as administration and management processes that enhance the holistic development and well-being of young children.



The ECDA Innovation Grant

18 of our My First Skool centres were awarded the ECDA Innovation Grant with a total value of \$50,944. The ECDA Innovation Grant is an initiative to promote an innovative culture and improve quality of the early childhood sector in Singapore.



ECDA Awards For Excellence In Early Childhood Development 2014

ECDA Early Childhood Innovation Award 2014 (Commendation)

Little Olympians!

My First Skool at Blk 333 Kang Ching Road

You can count on me

My First Skool at Blk 677 Hougang



Outstanding Pre-School Mother Tongue Language Teacher Award 2014

OUTSTANDING AWARD

Lau Yoke Ha

Chinese Teacher

My First Skool at Blk 295A Compassvale Crescent

Zhu Pingfang

Chinese Teacher

The Little Skool-House International On-The-Green

MERIT AWARD

Ke Chunchun

Chinese Teacher

My First Skool at Blk 291A Bukit Batok



Healthy Eating in Child Care Centres Programme Award CHERISH Junior Awards

Conferred by Health Promotion Board

85 My First Skool centres and 3 The Little Skool-House International centres were conferred the Healthy Eating in Child Care Centres Programme (HECCP) Award.

85 My First Skool centres and 1 The Little Skool-House International centre obtained the CHERISH Junior Awards certification.



Community in Bloom Awards 2014

Conferred by National Parks Board

Educational Institutions Category - Gold Award
My First Skool at Blk 209 Ang Mo Kio

Educational Institutions Category - Bronze Award
My First Skool at Jurong Point Level 3



CEO Service Awards 2014

To recognise our staff's extraordinary acts of service, commitment and passion, five individuals and five teams were conferred our CEO Service Awards. These service heroes have gone beyond their call of duty to make a difference to our customers. Many of them have built strong relationships and partnerships with our children, parents, students and colleagues.

INDIVIDUAL CATEGORY

Debbie Leong

Relations and Marketing Officer

The Little Skool-House International In-the-Treehouse

Judy Tay

Senior Executive (Centre Management Support)

The Little Skool-House International

Nur Atiqah Mohamed Nasir

Officer

Business Unit Support

Sylvia Yeo

Principal

My First Skool at Parkway Parade

Tan Ai Kim

Centre Attendant

My First Skool at Blk 331 Sembawang Close

TEAM CATEGORY

Finance, Accounts Payable Team (My First Skool)

My First Skool at Blk 248 Kim Keat Link

My First Skool at Blk 375 Clementi

My First Skool at Blk 446A Jalan Kayu

The Little Skool-House International By-the-Lake

About NTUC First Campus



NTUC First Campus Co-operative Limited

At NTUC First Campus Co-operative Limited (NFC), we believe that every child deserves a good start in life. We have been making a difference since 1977 by bringing affordable quality early childhood care and education to Singapore families. Our childcare centres include My First Skool, The Little Skool-House International and The Caterpillar's Cove. NFC also supports the development of the early childhood sector through SEED Institute. NFC is a community of parents and early childhood professionals working together to bring out the best in each child and to create inspiring moments for all.



My First Skool

My First Skool (MFS) is the pioneer childcare arm of NTUC First Campus Co-operative Limited. Established as NTUC Childcare in 1977, it aims to provide quality and affordable childcare service that is accessible to parents. MFS believes that no child should be denied the opportunity of early childhood care and education and empowers children to learn through a methodical approach called PETAL® – Playing, Exploring, Thinking, and Applying Learning.

The Little Skool-House International Private Limited



The Little Skool-House International Private Limited was established as a wholly-owned subsidiary of the NTUC First Campus Co-operative Limited in 1994 to meet the growing demand of quality premium pre-school bilingual education. Operating at choice locations across Singapore, its pre-school programme utilises quality children's literature as a key medium to seed the growing process and enables children to develop lifelong learning skills.



The Caterpillar's Cove
Child Development and Study Centre

The Caterpillar's Cove

The Caterpillar's Cove brings together teachers of young children, researchers and students who are training to work with children. Being a child development and study centre, it provides a dynamic setting with highly qualified teachers who are familiar with the best internationally accepted practices in early childhood education to promote children's optimal learning and development.



An NTUC Training Institute

SEED Institute

SEED Institute was set up by NTUC, in collaboration with the Bernard van Leer Foundation, to groom early childhood professionals so as to provide the best care and education to young children. As the pioneer in early childhood education training in Singapore, it is the only Continuing Education and Training (CET) centre for the early childhood care and education sector to be conferred National CET Institute (NCI) status by the Singapore Workforce Development Agency. SEED Institute has two campuses at the NTUC Trade Union House and the Devan Nair Institute for Employment and Employability.

Board of Directors

As of 30 April 2015



Professor Tan Cheng Han

Chairman, NTUC First Campus Co-operative Limited

Professor Tan Cheng Han was appointed Chairman of NTUC First Campus Co-operative Limited in 2014. He is the Chairman of the Centre for Law and Business at the Faculty of Law at the National University of Singapore (NUS). He is also a Senior Counsel and arbitrator. Mr Tan's current appointments include being the Chairman of the Media Literacy Council, Chairman of the Advisory Committee on Move-On and Filming Orders, Chairman of the Public Accountants Oversight Committee, a Commissioner of the Competition Commission of Singapore, a Council member of the Singapore Sports Council, and a Board member of the Accounting and Corporate Regulatory Authority.

He sits on several boards which include Chuan Hup Holdings Limited, Singapore Technologies Marine Ltd, Global Yellow Pages Limited and Keppel Reit Management Limited. Mr Tan obtained his Bachelor of Laws (Honours) Degree from NUS and Master of Laws Degree from the University of Cambridge. In 2006, he was awarded the Public Administration Medal (Silver).



Tan Suee Chieh

Deputy Chairman, NTUC First Campus Co-operative Limited

Group Chief Executive, NTUC Enterprise Co-operative Limited

Mr Tan Suee Chieh joined the board in 2013. Mr Tan is the Group Chief Executive of NTUC Enterprise Co-operative Limited. He has been a Director of NTUC Income since 2003 and was its Chief Executive from 2007 to 2013.

He previously held the appointment of President, Asia Pacific Region at SHL Group plc. Prior to that, he was Managing Director for Prudential plc's businesses in Hong Kong, Malaysia and Singapore. Mr Tan serves on the Boards of several NTUC social enterprises, the International Co-operative and Mutual Insurance Federation (UK), is a Fellow of the Institute of Actuaries (UK), and a Trustee of the Singapore LSE Trust.



Denise Phua Lay Peng

President, Autism Resource Centre (Singapore)

Ms Denise Phua joined the Board in 2006. She has been a Member of Parliament since 2006 and currently serves in the Moulmein-Kallang Group Representation Constituency. Ms Phua is also the Mayor of Central Singapore District.

She is the President of Autism Resource Centre (Singapore) and runs two special schools, the Eden School and Pathlight School, the first autism school in Singapore she co-founded.

Board of Directors

As of 30 April 2015



Albert Cheng Yong Kim

*Group Executive Director,
The Lion Group of companies*

Tan Sri Albert Cheng joined the Board in 2007. He is the Group Executive Director of The Lion Group with more than 30 years of experience in the business operations. He also serves as Managing Director of both Lion Industries Corporation Berhad and Lion Diversified Holdings Berhad.

He is also the President Director of P.T. Lion Metal Works Tbk, Indonesia. He is the Council Member in the Federation of Malaysian Manufacturers since December 2010 and Chairman of International Chamber of Commerce, Malaysia since December 2014 amongst other positions.



Adeline Sum Wai Fun

*Chief Executive Officer, Singapore
Labour Foundation*

*Chief Development Officer, NTUC
Enterprise Co-operative Limited*

Ms Adeline Sum joined the Board in 2009. She is currently the Chief Executive Officer of the Singapore Labour Foundation and NTUC Choice Homes Co-operative Limited.

She is also Chief Development Officer of NTUC Enterprise Co-operative Limited.



Ronald Tan Hee Huan

*Executive Director, Singapore
Institute of Management*

Mr Ronald Tan joined the Board in 2010. Mr Tan is the Executive Director of the Singapore Institute of Management.

Mr Tan has held several senior management appointments in both the public and private sectors.



Ng Chee Yuen

Co-Chairman, Capella Hotel Group Asia Private Limited

Mr Ng Chee Yuen joined the Board in 2011. Mr Ng is the Co-Chairman of Capella Hotel Group Asia Private Limited and founder of SHENNING Investments Private Limited.

Mr Ng has over 30 years of experience in businesses, consulting, private equity and government service.



Karthikeyan Krishnamurthy

General Secretary, United Workers of Petroleum Industry

Mr Karthikeyan Krishnamurthy joined the Board in 2012. He was appointed the Nominated Member of Parliament in 2014.

He is currently the General Secretary of the United Workers of Petroleum Industry and Vice-President of the NTUC Central Committee. He is also the Chairman of the Workplace Safety and Health Council (Chemical Industries) Committee and serves on the board of Shell Thrift and Loan.



Wong Su-Yen

Chief Executive Officer, Human Capital Leadership Institute

Ms Wong Su-Yen is the latest addition to the Board with her appointment in 2014.

Ms Wong is the Chief Executive Officer of the Human Capital Leadership Institute at the Singapore Management University.

She has been the Chairman of consultancy Marsh and McLennan Companies (Singapore) and ASEAN Managing Director of its health and human capital arm Mercer, with over two decades of experience in business strategy, human capital development and organisational transformation. She has also advised a broad range of companies and sectors and sits on the board of MediaCorp.

Senior Management

As of 30 April 2015

Chan Tee Seng

Chief Executive Officer

Kwek Kok Kwong

Deputy Chief Executive Officer

Ho Yin Fong

Chief Early Childhood Education Officer

Academic Director, SEED Institute

Adeline Tan

General Manager, My First Skool



Geraldine Lee

Chief Human
Resource Officer



Daniel Chua

Group Customer Service
and Operations Officer



Hor Fong Lin

Chief Financial Officer



Terence Chia

General Manager,
The Little Skool-House
International



Our Vision

A joyful and inspiring early learning experience for all, that fulfils the promise of each child.

Our Mission

Making quality early childhood care and education services affordable and accessible to families.

Our Values

Our core values, **INSPIRE**, form the foundation of how we perform work and conduct ourselves at NTUC First Campus. These values remain constant and guide us through changing environments. It defines how we interact with one another, and what we do to realise our vision.

Integrity

We build trust and credibility through honest communication, delivering what we promised, and having the courage to stand up to say and do the right thing.

Nurturing

We believe in fostering the long-term learning and development of ourselves and others, and in building and being a part of a learning and sharing culture.

Service

We deliver quality service with sincerity by understanding the needs and finding the best solutions for children, families, community and stakeholders.

Passion

We have a strong belief and sense of commitment to the profession and the organisation's mission and vision, and are dedicated to make a difference to children, families, community and stakeholders.

Innovation

We strive for continuous improvement to do things better with an open mindset, habit of learning, and pursuance of new ideas and practices.

Relationship

We build and maintain trusting and positive relationships with children, families, community and stakeholders by understanding their needs and aspirations.

Excellence

We set high standards and challenge ourselves to deliver quality results that exceed expectations in a sustainable manner.

An **ntuc** Social Enterprise

NTUC First Campus Co-operative Limited

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